



COUNTY OF LOS ANGELES
Public Health

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November 9, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO AMEND
AGREEMENT NUMBER PH-000569 WITH KCBS MARKETING, INC. FOR
THE PERIOD OF JULY 1, 2012 THROUGH JUNE 30, 2013**

This is to notify you that I am exercising the delegated authority approved by your Board: 1) on September 9, 2008, to execute amendments to the social marketing services agreement with KCBS Marketing, Inc. (KCBS) Agreement Number PH-000569 to amend the scope of work and increase or decrease the maximum obligation by no more than 25 percent; and 2) on August 16, 2011 to implement the Cy Pres sexually transmitted disease (STD) outreach and prevention plan targeted to young women of color in the Second Supervisorial District (Second District) and execute the necessary contracts for the plan, subject to review and approval by County Counsel and the Chief Executive Officer (CEO), and notification to your Board.

Under the delegated authority referenced above, I will amend Agreement Number PH-000569 with KCBS to add funding in the amount of \$150,000, comprised of \$127,989 in Centers for Disease Control and Prevention funds and \$22,011 in Cy Pres Utility Users Tax Settlement funds from the Second District, increasing the annual maximum obligation from \$650,000 to \$800,000, effective upon execution by both parties, for the current funding term of July 1, 2012 through June 30, 2013.

These funds will be used to support the "Erase Doubt" and "Don't Think, Know" social marketing campaigns to target the unincorporated areas of the Second District. The goal of the "Erase Doubt" social marketing campaign is to raise awareness among persons most at-risk for HIV in communities with the highest incidence of HIV. The campaign will improve community capacity to raise awareness among high-risk populations regarding high-risk behaviors and link those with HIV infection to care and treatment programs. The purpose of the "Don't Think, Know" campaign is to reduce the incidence of Chlamydia and gonorrhea through the promotion of available STD services, motivating young women (under 26 years of age) of color in the unincorporated areas of the Second District to seek STD services and change risk-taking behavior(s) that can lead to STD infection.

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County Counsel has reviewed and approved the amendment as to use. County Counsel and the CEO have reviewed and approved this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF:jlm
DA#02412

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors